

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 RSC-01 /021 R

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FM SECSTATE WASHDC

TO AMEMBASSY PRAGUE

INFO AMEMBASSY VIENNA

AMEMBASSY BERLIN

AMEMBASSY BUDAPEST

AMEMBASSY BUCHAREST

AMEMBASSY SOFIA

AMEMBASSY WARSAW

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E.O. 11652:N/A

TAGS: BEXP, XG

SUBJECT: BRNO TRADE FAIR

PRAGUE FOR FARRAND

VIENNA FOR MARTIN

1. THE THEME FOR USDOC EXHIBIT AT 17TH INTERNATIONAL
ENGINEERING FAIR AT BRNO IS PROCESS CONTROL AND MATERIAL
TEST EQUIPMENT.

2. WE ARE CONSIDERING THE POSSIBILITY OF HAVING A NON-
THEME ORIENTED EXHIBIT AT THE FAIR IN 1976. IF THIS WERE
DONE IT WOULD BE SIMILAR TO OUR EFFORTS IN POZNAN. THE
CHIEF ADVANTAGE OF THIS IS THAT IT GENERALLY TAKES LESS
OF OUR BUDGET TO STAGE THIS TYPE OF EVENT. THIS SAVINGS
COULD, POSSIBLY, BE CHANNELED INTO OTHER PROMOTIONAL
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EVENTS IN CZECHOSLOVAKIA SUCH AS SALIMA, EMBAX, INCHEBA,

DATOS OR SYMPOMECH. A SECOND ADVANTAGE WOULD BE THAT WE WOULD BE ABLE TO ACCEPT APPLICATIONS FROM NEW-TO-ARKET FIRMS EVEN THOUGH THEY DO NOT FIT A PARTICULAR THEME. THE RECRUITMENT FOR THIS TYPE OF EVENT WOULD PROBABLY BE HANDLED BY VIENNA, IF THEIR RESOURCES PERMIT.

3. BEFORE WE CAN SERIOUSLY CONSIDER THIS POSSIBILITY, IT IS NECESSARY TO DETERMINE WHETHER OR NOT THE FAIR AUTHORITIES WILL ALLOW USDOC TO STAGE AN EXHIBIT OF VARIED TYPES OF EQUIPMENT IN ONE BUILDING. A SECOND CONSIDERATION IS WHETHER VIENNA EWTC HAS SUFFICIENT RESOURCES AND TIME TO UNDERTAKE SOLICITATION OF THIS TYPE EVENT.

4. IN THE EVENT THAT WE ARE UNABLE TO HAVE A MULTITHEME EXHIBIT IN 1976, WE WOULD LIKE TO START SELECTING A THEME FOR THAT TRADE FAIR AND WOULD APPRECIATE GETTING

YOUR VIEWS ON THE SUBJECT. ALTERNATIVELY, WOULD YOU THINK IT WISE TO ATTEND THE FOOD FAIR, SALIMA, IN FEBRUARY 1977 OR THE CHEMICALS FAIR, INCHEBA, IN JUNE 1977 INSTEAD OF THE ENGINEERING FAIR IN THE FALL OF 1976? IT APPEARS THAT FOOD AND CHEMICALS PROCESSING ARE AREAS RECEIVING WIDE ATTENTION THROUGHOUT EASTERN EUROPE. KISSINGER

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